

ABSTRACT

A system in accordance with the invention creates a predesigned software product generally for e-commerce applications that is modifiable by a company-user in terms of not only look and feel, but also functionality and flow. Such a system includes a set of predesigned business modules where each business module performs a unique function. Each business module is accompanied by a respective set of templates, each of which models a web page. Within each template is embedded one or more commands. To customize its system, the company-user (1) selects which business modules it desires, (2) selects which templates it desires to use with each business module, and (3) customizes each template in terms of look and feel. By selecting the modules, the company-user determines the system's overall functionality, and by selecting the templates, the company-user determines the look and feel and flow of the system. Once customized, the company-user populates a database for use of the system with company-specific data.